

LA CROSSE AREA PLANNING COMMITTEE

Metropolitan Planning Organization

for

La Crosse, Wisconsin and La Crescent, Minnesota Urbanized Area

Lawrence J. Kirch, AICP, Project Director
400 La Crosse St La Crosse WI 54601-3396

David Truckenbrod, Transportation Planner
Telephone (608) 789-7512 FAX (608) 789-7318

AMENDED RESOLUTION SUPPORTING COMPLETION OF WORK RELATIVE TO THE GENERAL PLAN FOR THE LA CROSSE AREA

WHEREAS, a north/south transportation corridor for the region has been identified since the adoption of the 1969 General Plan for the La Crosse Area by the La Crosse Area Planning Committee and was further identified in the 1977 General Plan by the La Crosse Area Planning Committee; and

WHEREAS, the staff of the City of La Crosse, on behalf of the La Crosse Area Planning Committee, has participated in the La Crosse River Valley Study since its inception for the purpose of defining a land use and transportation plan for the La Crosse River Valley; and

WHEREAS, the City, the County, the Wisconsin DNR, and the Wisconsin DOT have all approved Land Use Plan 6 of the La Crosse River Valley Study which includes a transportation corridor from CTH SS to CTH B south of STH 157; and

WHEREAS, the City of La Crosse and the Wisconsin DOT have entered into a project agreement for the purpose of preparing a Draft Environmental Impact Statement for the North/South Transportation Corridor Study MIS/EIS, which is a requirement for funding under the "Majors" program under the direction of the Transportation Projects Commission at the Wisconsin DOT.

NOW, THEREFORE, BE IT RESOLVED: that the La Crosse Area Planning Committee hereby supports the completion of the MIS/EIS process which includes an additional Public Informational Meeting and a required Public Hearing.

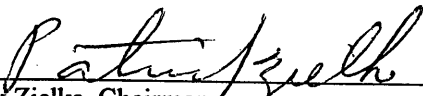
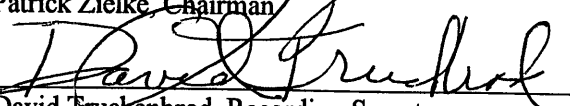
BE IT FURTHER RESOLVED: that the La Crosse Area Planning Committee hereby supports the effort to continue to identify and refine the transportation alternatives under consideration in the MIS/EIS documentation for eventual incorporation into the La Crosse River Valley Study and the General Plan for the La Crosse Area - La Crosse Area Long-Range Transportation Plan.

BE IT FURTHER RESOLVED: that the La Crosse Area Planning Committee supports the effort to have a North/South Transportation Corridor identified and enumerated through the Transportation Projects Commission process, which process begins with a Public Hearing scheduled for July 30, 1996, in Green Bay, Wisconsin.

LA CROSSE AREA PLANNING COMMITTEE

July 24, 1996
Date Approved

ATTEST:


Patrick Zielke, Chairman

David Truckenbrod, Recording Secretary



STATE BANK OF LA CROSSE

RESPONSIVE • PROGRESSIVE • INVOLVED

July 26, 1996

Transportation Projects Commission
Wisconsin Department of Transportation
Bureau of Program Management
4802 Sheboygan Ave, Room 951
Madison, WI 53705

Re: La Crosse North-South Transportation Corridor Project

I am writing in support of funding for a North-South transportation corridor for the greater La Crosse area. Each year the La Crosse market has experienced growth as a regional hub for a large number of economic enterprises. These enterprises include educational institutions, medical service providers, retail businesses, governmental organizations, and tourism. At risk are two inextricably entwined issues for the greater La Crosse area. These issues are economic viability and quality of life.

A good transportation system is key to economic vitality and expansion. Without a good transportation system, critical economic capital will not be attracted to the downtown area and to south La Crosse. Without a good transportation system, the movement of goods and services becomes more expensive. A good transportation system is essential to the safe and efficient movement of employees, customers, and vendors throughout our community. I am concerned that without an investment in a north/south corridor, we will see a decline in the number of businesses and the number of jobs in our area. This will have the effect of creating a decaying inter-city for downtown and south La Crosse. Signs of this are already evident in the declining property values in the central business district. As the cost of government grows, and property values decline, we will have to increase tax rates on existing and remaining properties to pay for the increasing cost of government. Even if the cost of government were to remain constant, the need to raise taxes would be caused by declining property values. Economic development will be severely restrained without a transportation plan. Economic capital goes where it can get a return. A good transportation system is vital to the efficient working of capital. New jobs and an increasing tax base are the result of economic development. Without this economic development, our government and schools will not be able to maintain the level of service we want and expect in the La Crosse area.

The quality of life in this area also depends on a good transportation system. Safety is a major concern. Current transportation systems are at design capacity. At current growth

Shelby
5501 Mormon Coulee Rd.
La Crosse, WI 54601
(608) 788-0400
Fax (608) 788-0414

Downtown
401 Main Street
P.O. Box 159
La Crosse, WI 54602-0159
(608) 784-4600
Fax (608) 791-4205

Onalaska
1836 E. Main Street
Onalaska, WI 54650
(608) 781-1836
Fax (608) 781-6716

rates, we run a big safety risk to our citizens if we do not plan for the future. Certain areas are already becoming congested at various times of the day. This congestion creates safety concerns and negatively impacts the area's economic vitality. Without economic vitality we cannot hope to sustain, much less enhance, the quality of life in this region. Many of the things we consider important to the quality of life requires dollars. Whether its better schools, good medical facilities, libraries, youth oriented activities, programs for seniors, good streets, etc., all of this takes money that must come on the backs of those who remain or that can be shared, as new businesses create jobs and build our tax base.

One thing is clear. The greater La Crosse area is going to grow. Whether we grow as an economically vital area with a high quality of life, or as an economically blighted area with a deteriorating quality of life, will depend on our plan. A plan for a good north/south transportation system is key to economic vitality and quality of life.

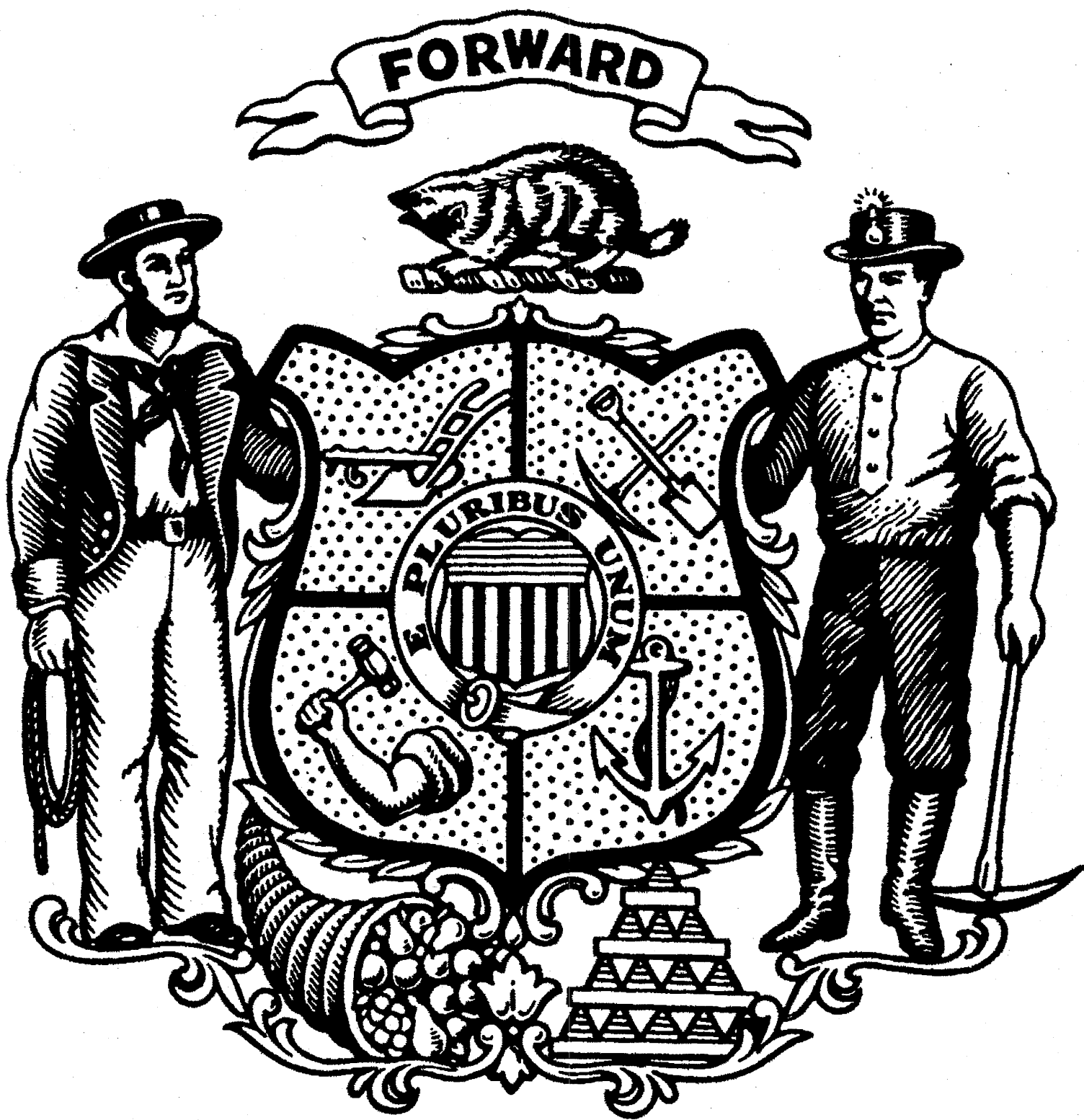
Funding for this transportation corridor is critical. Before any plans are finalized on the location of this route, it's my feeling that we should complete and consider the Environmental Impact Study. This plan will provide for the betterment of the greater region, while minimizing the impact on existing homes, businesses, and the environment.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Stephen Hamilton", with a stylized, flowing script.

J. Stephen Hamilton
President and CEO

END



END



North American Commercial Group
The Trane Company

3600 Pammel Creek Road
La Crosse WI 54601 7599
608 787 2000

July 26, 1996

Transportation Projects Commission
Wisconsin Department of Transportation
Bureau of Program Management
4802 Sheboygan Ave.
Room 951
Madison, WI 53705


Ladies and Gentlemen:

We are writing in support of the proposed construction of a north-south corridor road for the La Crosse area. We feel the time is long overdue for this project, and that the continued economic vitality of La Crosse--and Trane--depend on it.

Here is some background information on Trane:

- The Trane Company is a worldwide manufacturer of heating, ventilating, air conditioning and building management equipment and systems. Trane's La Crosse operations serve as headquarters for the North American Commercial Group (NACG), which in addition to manufacturing operations includes NACG administrative and staff functions such as human resources, engineering technology, sales office administration, marketing and finance. La Crosse also serves as the administrative headquarters for the Asia/America Zone and the Latin America Region of the Trane International Group
- Trane's La Crosse operations consist of four manufacturing plants; a service parts warehouse; the Reuben Trane Building; the Trane Technology Center, and facilities for other related support functions. All told in La Crosse, Trane has more than a million square feet of manufacturing and office space, 95 percent of which is located on the south side of La Crosse.
- Trane employs approximately 3,000 employees in La Crosse, and during 1995, Trane's La Crosse operations generated a payroll of more than \$100 million. Additionally, more than \$5 million was withheld from employee paychecks for the State of Wisconsin, an additional \$863,000 was paid in state and county sales taxes, and more than \$518,000 in Wisconsin unemployment taxes.
- Trane also is the largest single taxpayer in the City and County of La Crosse, paying approximately \$1.4 million in property taxes in 1995.

- During 1995, Trane purchased more than \$30 million in goods and services from La Crosse-area firms, and nearly \$50 million from businesses throughout the State of Wisconsin.
- As a global manufacturer, Trane has employees, customers and suppliers traveling to its La Crosse operations from all over the world. Last year, more than 600 international visitors and 1,000 U.S.-based customers and sales office personnel spent 3,200 hotel room nights in La Crosse. Additionally, more than 1,500 people came to Trane for training, resulting in approximately 5,400 hotel room nights, all traveling from the north side of town, I-90 or the airport area to training facilities on the southside of La Crosse. The total financial impact of these visits to the La Crosse area is estimated to be in excess of \$1.2 million per year, excluding the cost of air fare.



We have continued to make investments in our La Crosse facilities, and have seen our employment rise in recent years in response to increased orders for our products. This only serves to emphasize why a new north-south road is needed now more than ever.

First, virtually all freight traffic coming to Trane's manufacturing and office facilities comes via Interstate 90 to the north. This encompasses some 27 trucks a day leaving the Interstate, driving to Trane facilities, unloading and returning to the Interstate. These large, over-the-road trucks require an adequate transportation infrastructure between the Interstate and south La Crosse, and this route is becoming increasingly more difficult as traffic congestion grows. Because of Trane's current manufacturing processes, it is imperative that these trucks come directly to our facilities to unload raw materials, parts and other production-related supplies, which in turn are used directly in manufacturing operations. Significant delays in transportation serve to jeopardize our manufacturing operations.

Second, virtually all finished goods leaving our manufacturing plants are headed for the Interstate. We estimate this involves 31 semi-trailers and 12 flatbed trucks a day, a significant number of the latter requiring special permits for wide loads. They too require an adequate transportation artery to the Interstate. Many of the compressor products made in La Crosse are destined for use in products manufactured at other Trane plants, and our ability to serve these plants--and their resulting jobs--hinges on on-time delivery. If we cannot meet delivery schedules, the other Trane plants will look to other compressor manufacturers for these critical products, which will result in job losses in La Crosse.

The 14-mile round trip from the I-90 system to our south La Crosse facilities is perceived by the transportation companies to be "out of the way." From our negotiations experience, this perception costs Trane an additional \$550,000 a year. The north-south corridor would eliminate this problem. The additional cost to our inbound and outbound freight is compounded by the loss of productivity caused by traffic delays moving from the Interstate system to our facilities on the south end of La Crosse.


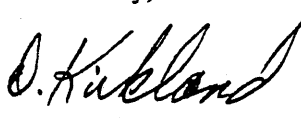
Third, an examination of our employee records shows that nearly 1,400 employees, or 46 percent of the Trane La Crosse workforce, commute from areas north of La Crosse to our southside operations every day. We are of course concerned about the safety of our employees traveling to and from work, and we need to have a safer, more efficient way for employees and others to travel between the Interstate (and areas north) and our south La Crosse facilities. In addition, the "cost of congestion" published by the Federal highway and transit group is \$11.70 per hour per person. Using the number of commuting employees, assuming even a 10-minute delay caused by congestion, times 250 workdays a year, would result in a congestion cost of \$682,500 for Trane employees alone. Multiply this by the other companies in the south La Crosse area and the problem is even greater.

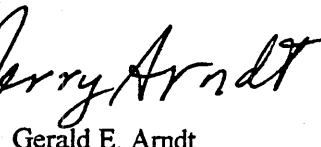
We have an excellent route (the Holmen bypass), which moves traffic to the north of the Interstate. As a result, that area has seen tremendous growth over the past few years, and prospects are for continued growth. To the south it is a different story. The traffic congestion in the Valley View Mall area is horrendous and promises to get worse, and traveling to La Crosse and further south is no easier.


For years, American business leaders were criticized because we based decisions on short-term, rather than long-term planning. As we now compete on a global basis, we are more forward-thinking, and we continually look to the future in making projections and forecasting.

It is imperative that the State of Wisconsin do the same regarding the proposed north-south corridor. We urge you to look to the future and approve a north-south corridor transportation plan that will make all of La Crosse a better place to live, work and grow.

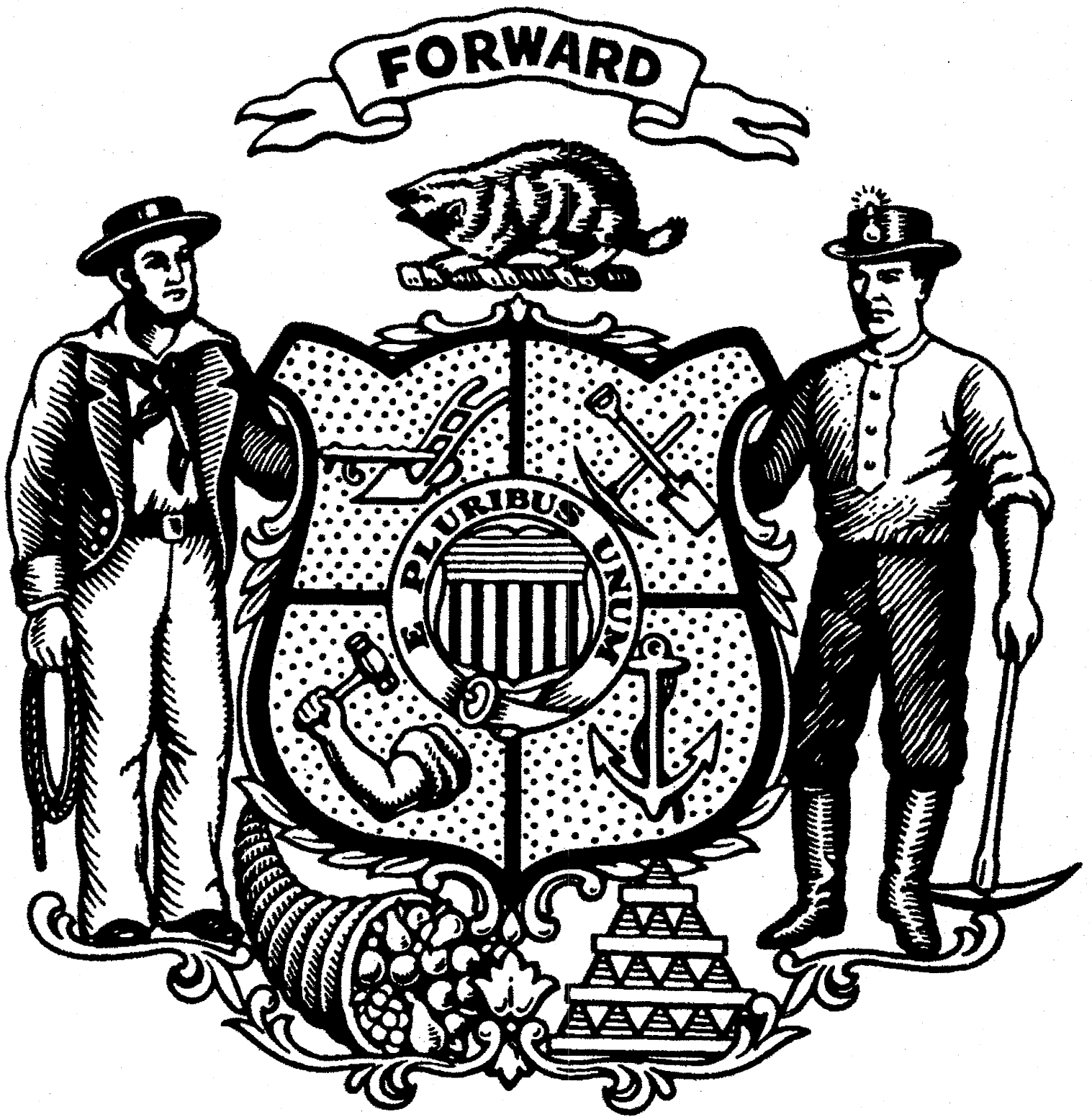
Sincerely,



Dan Kirkland
Traffic and Travel Manager


Gerald E. Arndt
Vice President &
General Manager
La Crosse Business Unit


Art Scheskie
Communications Mgr.

END



END

TOWN OF MEDARY

COUNTY OF LA CROSSE

N3363 Smith Valley Road
La Crosse, WI 54601
608 781-2275

July 27, 1996

Transportation Projects Commission
Wisconsin Department of Transportation

Dear Commissioners:

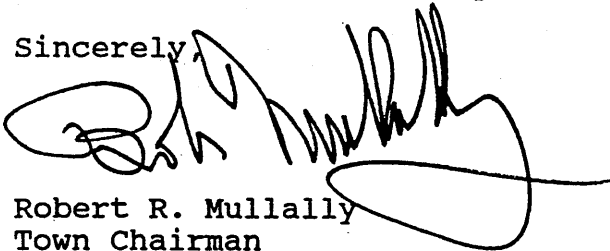
The request before you for the designation of the LA CROSSE AREA NORTH-SOUTH TRANSPORTATION CORRIDOR project for future funding is most important for the continued and future development and well being of the greater La Crosse area.

The Town of Medary is adjacent to both the cities of Onalaska and La Crosse and near this transportation corridor. The Town of Medary lies almost completely within the beautiful bluffs overlooking the Mississippi and La Crosse River valleys. Because of our hill and bluff location, all of our town roads are non-through roads (deadended), therefore, there is no possibility of a transportation corridor through our town at realistic costs. Because of this situation, our residents are completely dependent upon the areas' State and Federal highway corridors for all their transportation out of the town.

The proposed NORTH-SOUTH TRANSPORTATION CORRIDOR is of vital importance for the present and future economic, social, and recreational development of our entire geographic area. Also, this corridor will assist in the blending together of our metropolitan area including the communities of La Crosse, Onalaska, West Salem, Sparta, Tomah, Holman, Galesville, etc.

We strongly urge the Commission to give favorable approval to this most vital transportation project.

Sincerely,



Robert R. Mullally
Town Chairman

Keep north-south road option open

The economic vitality of La Crosse's central business district and South Side is the issue at the heart of the debate over creating a new north-south highway corridor through the city.

The state puts together financial incentives to attract new, expanding and relocating businesses, and the federal government uses the arcana of the tax code to encourage capital formation and the creation of new business.

But the effectiveness and fairness of these relatively new state and federal government strategies for stoking up our economy remain open to debate. Instead, the fundamental oil of America's economic engine has remained the same throughout her existence — the building and maintenance of transportation infrastructure.

Critics of the planning process for this proposed highway have painted the debate as a struggle between good, plain folks against the interests of a few businesses: "quality of life" vs. the forces of mindless "progress."

Here is the quality-of-life argument in favor of keeping our options open for making La Crosse's South Side and Central business district more accessible to Interstate 90, the most important transportation hub in western Wisconsin.

Can La Crosse survive, quality of life intact, as a bedroom community for the burgeoning Valley View Mall area? No. Will our quality of life be endangered by a declining economy and stagnant property values on La Crosse's South Side? Absolutely.

That will be the inevitable outcome if we ignore the Wisconsin Department of Transportation's traffic studies that show a gradual but inexorable increase in drive time between Onalaska and the South Side.

And the changing dynamics of a central business district designed to be a destination point must be served with an adequate infrastructure.

Is La Crosse experiencing critical north-south gridlock today? Of course not. But ask the businesses on Muddy Flats about I-90 access at 8 a.m. or

LA CROSSE Tribune

Editorial board

Publisher: James P. Santori

Editor: David Stoeffler

Opinion page editor: Marc Wehrs

Editorial advisory board

Copy editor: Jaci Gardell

Local news editor: John Smalley

News editor: Ted Vollmer

4 p.m. Some of those businesses and others on the South Side eventually will be forced to relocate, and new and expanding businesses will think twice about La Crosse's potential building sites on the far South Side as long as it's clear the potential traffic problems aren't being addressed.

The U.S. economy began as a multitude of tiny, highly insular local economies. It has evolved into huge, competing regional economies. If La Crosse cuts off the option of a new north-south corridor, it will, in effect, be attempting to buck a 200-year-old trend by cutting itself off from a region that is competing with the Chippewa Valley and Rochester, among others.

And it will fail. In fact, by insulating itself from the Hwy. 16/I-90 interchange, La Crosse could diminish the potential of the entire regional economy.

Is this an unequivocal endorsement of a particular plan?

No. It's impossible to know that circumstances won't change or that we can't come up with a solution that will be less disruptive and/or more effective than those already considered.

But La Crosse can't afford to ignore what in the end might be the only way to ensure its long-term vitality. The issue of planning for a new north-south highway is not one of economic opportunity vs. quality of life, for they are inextricably entwined. In fact, prematurely killing the option of building a new road could endanger both.

New road won't solve problems



Charles Clemence /
La Crosse

It always surprises me, when reading about debates on public policy, how often the writer has missed the point the other side is trying to make. A perfect example of this is in the Tribune editorial Sunday, July 21, about the proposed north-south road. As a spokesman for the group called Livable Neighborhoods, let me just give the argument of the road opponents as we see it, since the Tribune seems to have missed the point.

Those of us who oppose all building options are not some kind of naive dreamers living in the past, refusing to accept the realities of progress in the modern world. In fact, most of those I know who are against the road are forward thinking and progressive individuals who are tired of the worn-out solutions of the past which haven't worked. We no longer believe the engineers and traffic "experts" who tell us that just one more road will solve our traffic problems. In fact road improvements just worsen the problems by encouraging people to live farther from their jobs and drive longer distances for shopping and recreation. And they destroy neighborhoods by bringing in big, noisy, disruptive and dangerous roads and high-speed traffic.

I find it amazing that the Tribune is concerned over La Crosse becoming a bedroom community for the "burgeoning Valley View Mall area." In fact, Livable Neighborhoods has just the opposite concern. To us it seems more likely that the construction of new roads through La Crosse will lead to the city becoming a place where people will come to work but where no one will want to live.

If you look at the experience of other

Those of us who oppose all

building options are not some

kind of naive dreamers living

in the past, refusing to accept

the realities of progress in

the modern world.

cities you can see this happening all over. When roads begin to carve up a city, the people can afford to move out do so and the inner cities begin to deteriorate. Call it ghetto-ization or urban decay, but the process has already begun in La Crosse.

Just drive (or preferably walk) along the streets south of Jackson Street and west of West Avenue and you can see the area being taken over by rentals and absentee landlords while single family homeowners are leaving. Although residents of those neighborhoods, notably in Hood Park area, are trying to fight this trend, a new road would make their battle much more difficult. We should learn from the example of other cities. Anyone who wants La Crosse to become like inner city Milwaukee should be all for the proposed road.

Road proponents keep telling us that the only way to ensure economic development for La Crosse is to build a big new road through our neighborhoods, our parks or the marsh. I can't imagine anything worse for the total development of La Crosse, including our economy. We cannot compete with Onalaska in the building of strip malls and suburban housing tracts. We don't have room or, I hope, the inclination to develop our city that way. If we are to compete with the outlying areas, we will have to offer something unique, different from what they offer. In fact this development has already begun. It can be seen in the redevelopment of the downtown, including the river front, and the restoration of older homes in

neighborhoods all over town. But this new vitality is threatened by all the road building options.

It's easy to imagine the kind of special place La Crosse could be with well restored and maintained neighborhoods, a unique downtown with a variety of stores and shops, an accessible river front including parks, homes, and businesses, an untouched and pristine marsh, a varied commercial base in the industrial park on the North Side and in the area near Gundersen Clinic. All of this is possible without building a new road. In fact, much of it is threatened by the proposed road construction.

My sincere hope and belief is that if all building options were put to a vote they would all lose, that there is no widespread support in La Crosse for this road. If you agree, if you think that the road is a bad idea, please get involved with our group, Livable Neighborhoods. We will be conducting a membership drive soon and will be active in the fight against this project. It also helps to contact your city council member and let him or her know how you feel. Several members of the council oppose the road, and they need your support.

Livable Neighborhoods believes that the people of La Crosse must reject these foolish building options so that we can start to work on alternative solutions to our potential traffic problems. Ways can be found to reduce automobile traffic that are more serious than the cosmetic, half-hearted attempts currently under discussion by the traffic planners. Better solutions must be found if we want our city to continue to prosper.

Americans like to believe that we live in a democratic society, responsive to the will of its citizens. If that is truly the case, then this decision cannot rest in the hands of traffic engineers and DOT bureaucrats. The choice of whether or not to build the road must reside with the people who will have to live with it. The only way to stop the road and get back the kind of community we want is for citizens of La Crosse to speak up and demand it.

□

Charles Clemence is a spokesman for a La Crosse organization called Livable Neighborhoods.

July 28, 1996
La Crosse Tribune

PETITION

We, the undersigned, are opposed to the construction of a new, 4-lane highway through the La Crosse area. We believe such a facility jeopardizes our neighborhoods, our urban wetlands, and other factors that make La Crosse a welcome place to live, work and recreate.

Further, we encourage and promote planning that will lead to a sustainable transportation system for La Crosse. We specifically support alternatives like staggering work schedules, car pooling, improved mass transit and bicycling and pedestrian incentives as enumerated in "Alternative 3" of the North-South Transportation Corridor Study.

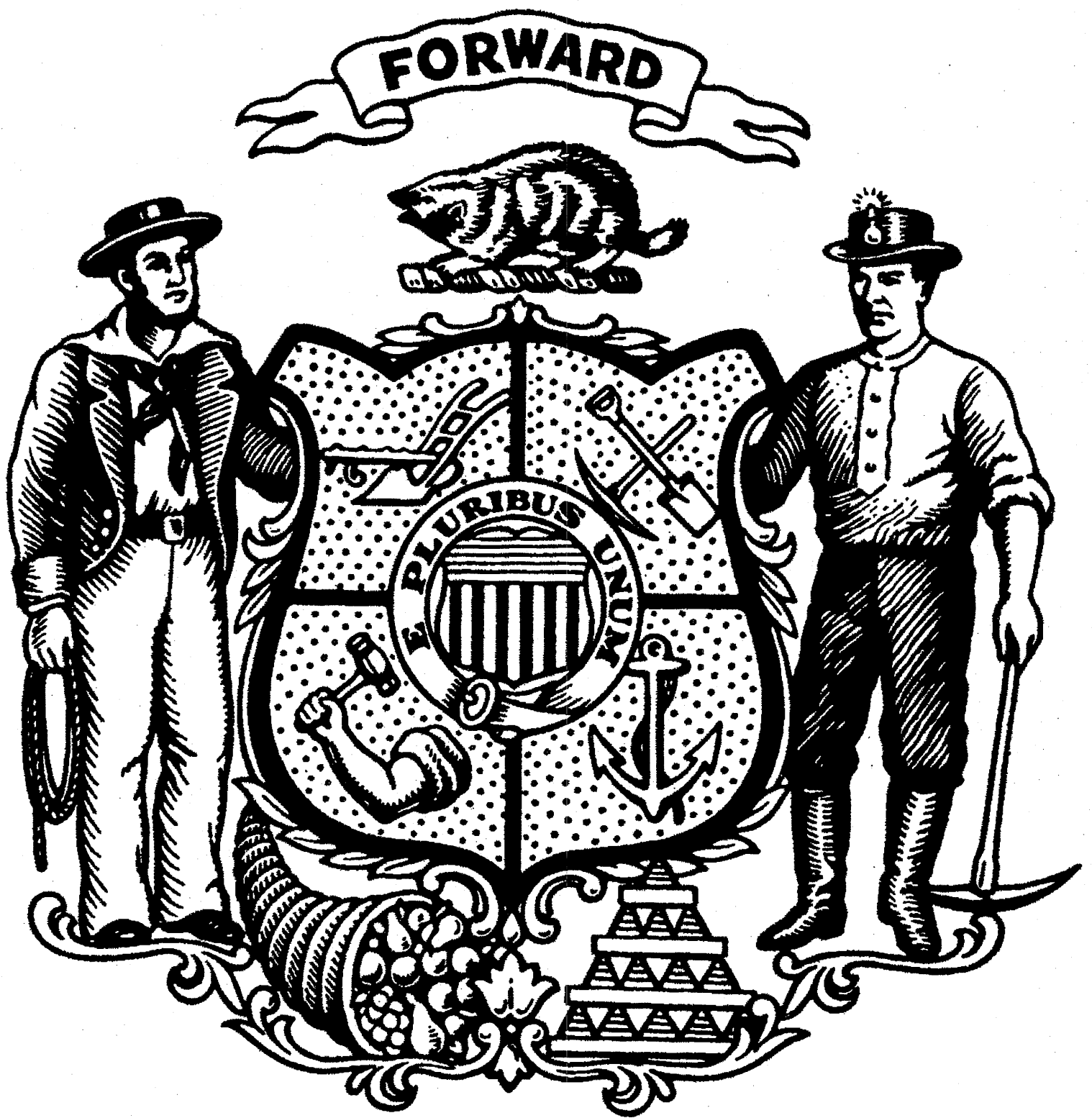
Signature	Name (Please Print)	Address	City /State/Zip
1. Teri Barthelmes	Teri Barthelmes	1445 20th	LaX WI 54601
2. Catherine LaRoque	Catherine LaRoque	521 5/5th St	LaX WI 54601
3. Doug Connell	DOUG CONNELL	2508 S. 13th Pl.	LaX, Wis. 54601
4. Marian Massman	MARIAN MASSMAN	2419 Hengel Ct #202	LaX 54601
5. Nickijo L. Hager	Nickijo L. Hager	E6429 Spring Coulee Rd, Watkys	54667
6. Marian Zamboni	Marian Zamboni	912 Mt. 3 Badger St.	LaCrosse, WI 54601
7. Therese Spengler		2506 Cass St.	LaCrosse WI 54601
8. Theresa Coulombe		409 N. 23rd	LaX
9. Rachel Hoffman	Rachel Hoffman	1230 Pine	LaX 54601
10. James E. Woffler		1207 Maple St	LaX
11. Steve S.		2636 Hackberry	LaCrosse 54601
12. Carolyn Klein		218 Cottage	Spaity, WI 54656
13. Marge Simpson		2636 Hackberry	LaCrosse WI 54601
14. Linda L. Zimmerman	LINDA L. ZIMMERMAN	1902 1/2 Market St.	LaCrosse WI 54601
15. Carolyn A Bohman	Carolyn A Bohman	218 South Zwing St #2	LaCrosse 54601
16. Jeanne Johnson	Jeanne Johnson		LaX 54601
17. Dennis C. Futer	Dennis C. Futer	1927 Mississippi	LaCrosse 54601
18. Marian Ramlow	MARIAN RAMLOW	2610 Cass St.	LaCrosse WI 54601
19. Lisa M. Behr	LISA MERZ-BELZER	1217 Charles	LaCrosse 54603
20. Jennifer George	Jennifer George	3150 SO 25th St #2	LaX 54601

This petition developed by the La Crosse Greens.

Please mail to: **La Crosse Greens / 1623 Moore St. La Crosse, WI 54601**
For more information contact 781-3699.

6/11/14

END



END



Low/Burg

Telephone (608) 782-8808

Fax (608) 782-8868

700 Monitor Street

La Crosse, Wisconsin 54603

July 29, 1996

Transportation Projects Commission
Wisconsin Department of Transportation
Bureau of Program Management
4802 Sheboygan Avenue, Room 951
Madison, WI 53705

Re: La Crosse North-South Transportation Corridor Project

Dear Commissioners:

This letter is submitted in support of a favorable recommendation from your Commission for future funding of the La Crosse North-South Transportation Corridor Project. In the past 27 years, this Dealership has been actively involved in the automotive business in the La Crosse area which has provided us the opportunity to receive input from hundreds of customers as to their views as to the transportation services needed in our community. Being centrally located in the City of La Crosse, we have also experienced the continuing transportation challenges in this area caused by the rapid residential and commercial growth, particularly in the Onalaska and Valley View Mall areas. Having closely followed the study and development of this Corridor Project, we would appreciate your careful consideration of the following:

1. Vehicle travel in the La Crosse area has grown to the extent that attention is now needed to improve both the safety and efficiency in which traffic is routed. The Corridor Project identifies travel routes which will be more efficient, reduce congestion, and provide safer traveling for the highway users.
2. The Corridor Project provides for improved transportation which is necessary for local businesses to continue their ability to service the La Crosse area and for the development of new business. Many of the dealership's employees reside in eastern Minnesota and the area north of La Crosse/Onalaska. The current traffic situation makes it difficult for them to travel to and from their home to the dealership. Many of our customers travel to La Crosse from other Wisconsin communities, eastern Minnesota, and northern Iowa. These customers frequently comment on the increasing difficulties they are experiencing in traveling to and from La Crosse, not only to this dealership, but to the many other area businesses that they frequent to shop, for dining, entertainment and for other recreational activities.

3. The economic stability and development of the La Crosse area is dependent, to a large degree, on tourism. Many of our out-of-town guests are finding it more difficult to travel to the La Crosse area because of the current traffic conditions. To the extent that these visitors choose to frequent La Crosse less often, has a direct, negative impact on the area businesses and economic well being of our residents.

4. Considerable effort has been devoted to developing the Corridor Project. The alternatives now recommended as reasonable course of action for addressing these long term transportation and safety concerns of the La Crosse area have been thoroughly investigated and developed to meet the broad-based needs and concerns of the area residents and businesses.

On behalf of our management and staff, we encourage you to carefully evaluate the Corridor Study and recommend funding of this project by the State. With your support, the vitally important economical well being of the La Crosse area will be well served by addressing its transportation needs into the future. The continuation of the current traffic flows, with their attendant congestion and safety hazards will have a materially negative impact on this community.

To the extent we can provide any further information or assistance to assist you in your evaluation of this project, please advise.

Thank you for your consideration in this regard.

Very truly yours,

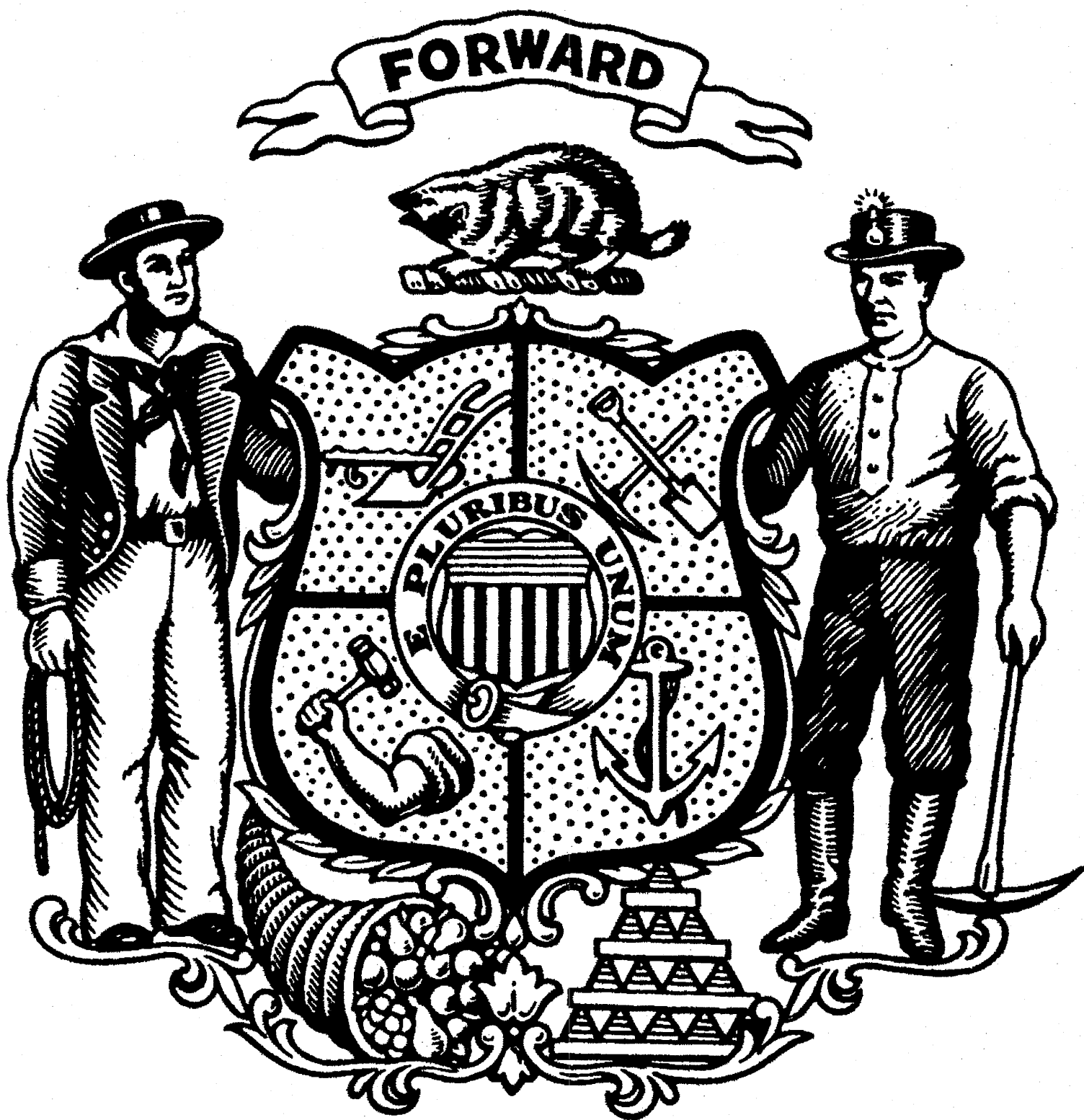


RWB

Robert W. Burg

RWB/lah

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CENTURY[®]
TELEPHONE

P. O. Box 820
La Crosse, Wisconsin 54602-0820

July 29, 1996

Transportation Projects Commission
State Capitol
Madison, WI 53719

Dear Members of the Transportation Projects Commission:

I am writing in support of timely funding for the new North-South Corridor connecting South La Crosse with Onalaska on Interstate 90.

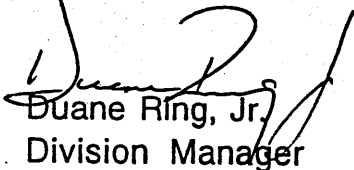
In 1991 Century Telephone purchased a facility on the South end of La Crosse. With the continued growth in our community to the North and the current lack of efficient transportation infrastructure from the South to North, we have many concerns about that decision. Our Telephone Operation depot and Supply Center is also located in South La Crosse. Thus the majority of the 50 plus vehicles we put on the road everyday travel North through La Crosse. Due to heavy pressure on existing arterials our line trucks are often forced to traverse residential areas with pole trailers and other heavy equipment to get to Onalaska and West Salem, where much of the growth is developing.

Our concern is a safe and efficient movement through La Crosse for our employees who travel throughout the area 8 hours a day, and for those who work in South La Crosse.

Century Telephone supports the funding for the new North-South Corridor.

Thank you for your time and consideration.

Sincerely,



Duane Ring, Jr.
Division Manager

Century Telephone of WI, Inc.



July 29, 1996

To: The Transportation Projects Commission

From: Dave Skogen
President
Festival Foods
Crossing Meadows, Onalaska

We own and operate the Festival Foods store in Crossing Meadows, Onalaska, as well as Festival in Marshfield, WI and the one here in Green Bay. The Onalaska store is our largest, highest volume store and employs more than 220 people.

Although we support the completion of the North-South Transportation Corridor Project, we are dismayed that the DOT is still considering option 4-A which does not allow our customers access to our business at Hwy. SS and 157. We and our many Crossing Meadows neighboring businesses are very concerned about the difficulty of access that option 4-A brings our customers. The new commercial property created would have highly superior access with this option, completely cutting us off.

Option 4-B provides access through a hook-ramp interchange. While this is not ideal, it is certainly better than option 4-A.

We implore the TPC to deny funding this project until the DOT agrees to use option 4-B or some other suitable type of access at Hwy. SS and 157.

It would be grossly unfair to overlook the needs of the businesses that have worked hard to survive and grow in a very competitive climate, businesses that today employ over 1,000 associates in Crossing Meadows.

Thank you for your time and careful reflection on this critical issue.

Sincerely,

A handwritten signature in cursive script that reads "Dave Skogen".

Dave Skogen
President

cc PAUL HANSEN
cc Clarence Stellner

ALTEC INTERNATIONAL

July 29, 1996

Transportation Projects Commission
State of Wisconsin

SUBJECT: North/South Transportation Corridor - La Crosse Area

ALTEC International supports the transportation study for the North-South corridor through the La Crosse area.

ALTEC is a manufacturer of industrial heat exchangers located on the south side of the city of La Crosse. We employ over 250 people from the La Crosse area and surrounding communities. We ship our product from south La Crosse to locations all over the world. Virtually all of our product is shipped by truck, some of which requires special permits. A significant portion of this product must connect with the I-90 system, north of La Crosse.

Since much of our product moves through the North-South corridor to I-90, and because I hear more and more comments from our "North" area employees who fight the congestion to and from work every day, I believe that we have some growing problems with future safe and efficient transportation in this area. These need to be addressed with a better method for moving traffic in the North-South corridor of La Crosse.

Thank you for your consideration of our needs in your planning process.

Sincerely,



Michael J. Wahlen
President

July 29, 1996

Transportation Projects Commission
State of Wisconsin
Madison, Wisconsin

Dear Commissioners:

SUBJECT: La Crosse North-South Transportation Improvements

As La Crosse has grown as a regional manufacturing, tourism, retail, and governmental center, improvements to the highway infrastructure have been made. The La Crosse area now has an east - west interstate corridor which serves Wisconsin and the region. A northern limited access extension of the interstate system to Onalaska and Holmen has been constructed. Improvements to existing southern connections to the interstate system have been made in the last 20 years.

La Crosse still does not have a limited access corridor to the heart of the region which serves as a gateway to existing governmental, tourism, retail, and manufacturing areas in south La Crosse. This could be accomplished by the construction of a limited access transportation system to the existing I-90 system. It would relieve the pressure on the improved, but still constrained transportation corridors to these vital areas of the La Crosse regional economy. A southern limited access extension from the I-90 system has been discussed for many years. Anytime new construction is discussed, concerns are raised. Future visions of the region require that actions be taken now to alleviate future transportation issues. It will be no easier on the future to satisfy everyone. Please see the recent comments of the La Crosse Tribune on the issue attached. An efficient limited access route from the I-90 system to the south is needed if La Crosse is to continue to grow as a regional center for manufacturing, retail, tourism, and government to serve its residents.

Sincerely,

DAIRYLAND POWER COOPERATIVE



Thomas A. Steele, Director External Relations
Past Chairman, Greater La Crosse Area
Chamber of Commerce - 1984

TAS:no

Attachment

NORWEST BANKS

Robert L. Bue
President

Norwest Bank La Crosse, N.A.
305 Fifth Avenue South
Post Office Box 1688
La Crosse, Wisconsin 54601
608/784-7000

July 29, 1996

Transportation Projects Commission
Madison, WI

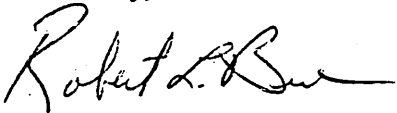
Dear Commission Members:

The La Crosse area is a growing and vibrant community which has an excellent economic future. That future, however, is greatly dependent upon proper planning and investing in a north-south transportation corridor.

The area has developed with a large retail sector on the north side near Interstate-90. Many of the areas largest employers are on the south side of town and certainly the central downtown district continues to survive with another large number of people employed in that district. As the area continues to grow it will become increasingly important for the large employers on the south side to have proper transportation access for their customers, employees and business vehicles.

Our knowledge of the employers and the economic forces at work in the La Crosse area dictates that we urge the Transportation Projects Commission to recommend funding to the La Crosse area north-south transportation corridor. All of southwestern Wisconsin will be impacted by your decision. We will need the north-south transportation improvements if we are to remain economically vibrant in the 21st century.

Sincerely,



Robert L. Bue
President

RLB/rks



A MARKETING AND DISTRIBUTION COMPANY

La Crosse Division
1637 St. James St., La Crosse, WI 54603
Telephone: 608 / 785-1330

Michael J. Carey
Division President

July 29, 1996

Greater La Crosse Chamber of Commerce
712 Main Street
La Crosse, WI 54601

To Whom It May Concern:

The Fleming Company does support the North/South Corridor project. We do, however, have some concerns for some of the preliminary proposals we have seen as of this date. We would lose the southeast corner of our tractor parking and the property south of the St. James Street that is used for our visitor and associate parking in order for the North/South Corridor project to be completed. We were told that the property directly east of our property could be exchanged for the right of way to our property.

If this exchange is feasible, we would continue to support the North/South Corridor project. It would improve the traffic flow through La Crosse and be beneficial to the community. It would assist us with the number of vehicles that come and go at our facility and be the least disruptive to other businesses in the area.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Mike Carey', with a long horizontal line extending to the right.

Mike Carey
Division President

:dp

**Presentation to the
TRANSPORTATION PROJECTS COMMISSION**

**IN SUPPORT OF THE
USH 53 LA CROSSE RIVER VALLEY PROJECT**

Tuesday, July 30, 1996
St. Norbert College, De Pere, WI.

1. Description of the project by D.O.T. officials
2. Opening Remarks by Patrick Zielke, Mayor of La Crosse
3. Video Presentation documenting current traffic congestion in the area. Presented by Jim Hill, Executive Director, La Crosse Area Development Corp. (LADCO).
4. Summary of the *North South Transportation Corridor Study*, sponsored by the Greater La Crosse Area Chamber of Commerce, the La Crosse Area Development Corporation (LADCO), and Downtown Mainstreet, Inc. (DMI). Presented by Audrey Kader, La Crosse City Council and Chamber Board.
5. Comments on retail vitality in the I-90 area from Bruce Johnson, Manager of Valley View Mall.
6. Comments on Downtown La Crosse development by Bud Miyamoto, Executive Director, Downtown Mainstreet, Inc., La Crosse.
7. Comments on Industrial Impacts by Dan Kirkland, Traffic Manager, The Trane Company.
8. Comments on health care and service impacts by John Katrana, Chief Administrative Officer, Gundersen Lutheran.
9. Comments on current traffic safety issues by Dave Ring, Government Affairs Coordinator, Reinhart Companies.
10. Comments on business expansion by Mike Strittmater, President, Postalsoft, Inc.
11. Comments on Commercial and Residential Development by Jay Hoeschler, President, Hoeschler, Inc.
12. Comments on Tourism Impacts by Doug Fox, Executive Director, La Crosse Area Convention and Visitors Bureau.

13. Comments on Economic Development by Jim Hill, Executive Director, LADCO.
14. Supporting Comments by State Senator Brian Rude.
15. Supporting Comments by State Representative Mike Huebsch.
16. Comments on Regional Impacts by Tim Tracy, President, Greater La Crosse Area Chamber of Commerce.

In addition to these formal remarks, the following Greater La Crosse Area citizens are prepared to speak in favor of the USH 53 La Crosse River Valley Project:

Larry Kirch,	Projects Director, La Crosse Area Planning Committee
Harold Craig,	C & C Machine, La Crosse
Mary Craig,	C & C Machine, La Crosse
Edie Woods	Edie Woods, Inc., La Crosse
Robert Krajewski	University of Wisconsin - La Crosse
John Wettstein	Wettstein's Inc., La Crosse
Ivan Imm	La Crosse Medical Health Science Consortium
Dave Loomis	Coulee Region Business Center
Sharon Lemke	La Crosse County Clerk's Office
Slawomir Urbaniak	LADCO
Chuck Gustafson	Northern States Power
Cully Rabhan	La Crosse
Jan Stach	Creative Signs and Images, West Salem
Mr. & Mrs. Bill Otto, Sr.	Oktoberfest Committee
Ray Sand	Franciscan Skemp Health Care
Les Eversole	Eversole Motors, La Crosse
Beverly Remis	Greater La Crosse Area Chamber of Commerce

In addition, we have included letters of support from businesses, citizens, groups and organizations in the Greater La Crosse Area.

END



END

Livable Neighborhoods
La Crosse, WI 54601
July 30, 1996

Honorable Governor Tommy Thompson, Chairman
Honorable Senator Alan Lasee, Vice Chairman
Transportation Projects Commission Members

Dear Chairman and Commissioners:

Please accept this testimony into the official record of the Transportation Projects Commission. Our comments pertain to the North-South Corridor project proposed for the La Crosse area.

Livable Neighborhoods is established to promote and encourage: 1. The enhancement of homes and yards. 2. Community streets that serve pedestrians and all types of vehicles. 3. Neighborhood businesses. 4. Anchoring institutions that provide work, culture, education and places of worship. 5. Public "Green Spaces." Our position on the road corridor project is clearly defined in the attached letter, which first appeared in the Sunday, July 28, 1996 La Crosse Tribune.

Over 1200 signatures have been garnered to date on a petition opposing the road corridor and supporting alternatives to "build" or road options. [Attached is a sample copy of the petition; one complete copy will be provided to the Commission]. Today, we present to the Transportation Projects Commission 1131 of those signatures with more to follow through the mail.

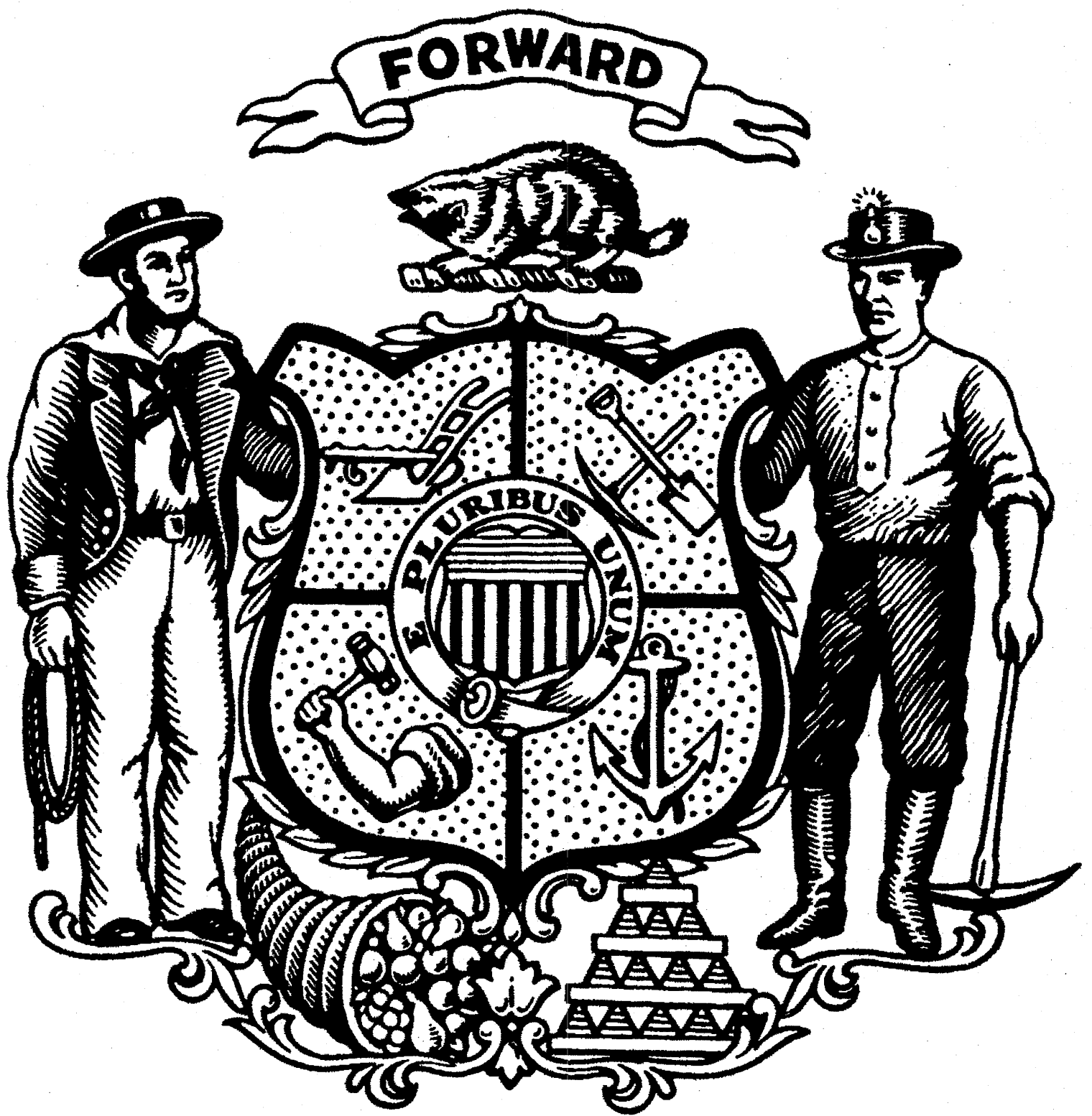
The petitions present signatories from eighteen of eighteen geographical aldermanic districts, a number of state assembly districts, and several state senate districts. Over 93% of the signatures come from people with La Crosse zip codes. Moreover, from the elderly to students, from blue collar to professional, from north to south and east to west, every possible demographic and geographic category of La Crosse is well represented in the petitions.

We feel that the petitions demonstrate the pervasive and resound opposition to the proposed corridor as well as a strong commitment to addressing transportation issues through alternative solutions to "build" options.

Thank you in advance for your time and consideration of this most important matter,

Livable Neighborhoods

END



END

Gundersen Lutheran

Gundersen Clinic, Ltd.
1836 South Avenue
La Crosse, Wisconsin 54601
(608) 782-7300
or (800) 362-9567

July 30, 1996

Transportation Projects Commission
Wisconsin Department of Transportation
Bureau of Program Management
4802 Sheboygan Avenue
Room 951
Madison, WI 53705

Dear Ladies and Gentlemen:

Please accept this letter of support for the proposed North-South Transportation Corridor project for the La Crosse area. Gundersen Lutheran has recently addressed the North-South Transportation Corridor at a Governing Board policy level and has voted to strongly support following policy:

Board Policy on North-South Transportation Corridor

- Gundersen Lutheran supports the continuation of the Environmental Impact Study for the North-South Transportation Corridor and the continued discussion of transportation improvements within the context of environmentally responsible development
- Gundersen Lutheran supports the presentation of the North-South Transportation Corridor before the Transportation Projects Commission for the purpose of enumerating this project for future Wisconsin Department of Transportation funding and development.
- Gundersen Lutheran believes that investment in a North-South transportation infrastructure is vital for the Greater La Crosse regional economy. It is good for furthering the mission of Gundersen Lutheran, and it is good for our patients, visitors and employees.
- In order to maintain our competitive posture, it is vital that governmental agencies support and fund the North-South Transportation Corridor. Failure to do so may compromise the competitive position of Gundersen Lutheran in the long term. We believe that the absence of a planned transportation corridor means we will need to

evaluate alternative health care facility options to serve our markets.

Attached are:

- Dr. Katrana's statement before the Transportation Projects Commission
- The Gundersen Lutheran Board Proposal - La Crosse North-South Corridor

North-South Corridor Background:

For the past many months, the City of La Crosse, the Wisconsin Department of Transportation and key community groups have studied a North-South Transportation Corridor option. The purpose of the corridor (as we understand it) is to develop a planned approach to improve vehicle transportation between North La Crosse County (i.e. Interstate 90) and the south side of La Crosse for the purpose of improving the greater regional economy, improving highway service and enhancing vehicle safety while preserving the interests of residents, businesses and other interested parties.

At this time, the local process is very close to concluding an Environmental Impact Study and developing a preferred option. In addition, we understand that the Transportation Projects Commission is seeking public input into this project for the purpose of ranking projects for enumeration for the Department of Transportation. Gundersen Lutheran understands the importance of this project and has spent considerable time and effort to develop an appropriate policy on this issue and has directed administration to communicate this policy to government leaders and civic representatives.

Gundersen Lutheran Background:

Gundersen Lutheran is the dominant employer in the Greater La Crosse Region. In addition, as a regional referral center, Gundersen Lutheran brings significant health services business to the Wisconsin economy that might otherwise be provided in Minnesota and Iowa. We are proud of the positive contributions we make to the economy and the well being of those we serve. By way of example:

- Our employment is currently at 4,200 people at the La Crosse medical campus and 5,300 people across the tri-state region. We have generated 875 jobs since 1990 for an average annual increase of 4%. Of the employees who work at the La Crosse medical campus, 63% reside outside of La Crosse and must travel to and from work on a regular basis and 39% live to the north and east (i.e. the proposed North-South Corridor route), over 1,600 persons.
- In the past year we had approximately 14,500 hospital inpatient admissions totaling over 71,500 patient days,
- Approximately 48% of the total inpatient hospital admissions were from out of state residents (Minnesota and Iowa),

- The combined institution's La Crosse operations saw over 710,000 outpatient visits with an additional 28,000+ Trauma and Emergency visits; on any given day, over 2,800 patients travel to the La Crosse campus with 45% of these originating north and east of La Crosse, 1,260 per day.
- Of the above outpatient visits, 28% percent were from out of state residents (Minnesota and Iowa) and fully 51% of the patients that came to the La Crosse medical campus were from outside of the La Crosse County area,
- Contributed over \$1.3 million dollars in 1995 in personal and local property taxes for the La Crosse medical campus operations,
- Provided training for 1,180 students at the La Crosse campus,
- Provided 83,000 hours of Volunteer Services at this campus,
- Conducted numerous clinical support groups, educational programs, outreach, etc for the benefit of the communities we serve.
- Based on a recent Wisconsin Department of Transportation study, the geographic sector that includes the Gundersen Lutheran medical campus is the highest generator of north-south traffic (i.e. 15% of the total North-South traffic generated per day). Patients (1,260) and employees (1,600) total 2,860 trips through the North-South Corridor.

Over the past 100 years, Gundersen Lutheran has invested significantly in the medical campus located at South Avenue. For the majority of that time, the transportation system has served us well. However, it is increasingly apparent that the current infrastructure has become increasingly difficult for our patients, staff and visitors who travel to and from this campus. As a result, we anticipate continued deterioration in transportation service and the potential for a less competitive position as a regional health care system serving Wisconsin, Minnesota and Iowa.

There are significant projects in the works to improve the safety and convenience of roads in the immediate area of the medical campus, namely:

- Re-construction of Green Bay/Sims Place/South Avenue (1998),
- Re-construction of 6th and 7th Street at South Avenue (planned for 2000),
- Defined a 10 year perimeter of interest east of South Avenue.

The above projects, though important, do nothing to solve the major problem of safe and convenient access to the medical campus from North La Crosse County (i.e. Interstate 90, STH 16 and U.S. 53). North La Crosse and the adjacent communities are the most rapidly growing markets in our service area. Therefore, it is critical that significant transportation

improvements occur in order for Gundersen Lutheran to remain competitive.

North-South Corridor Impact on the Economy:

Timely and effective investments in infrastructure, such as transportation systems, assures the greater regional economy better competitive positioning in relation to other regional economies.

More rapid, safe and convenient North-South Transportation can reduce corporate overhead, improve employee recruitment, and improve customer service dramatically. Maintaining and enhancing our economic base in support of a healthy and vigorous business climate will also enhance the health care mission of Gundersen Lutheran. In turn, a sound and competitive regional health care system also supports a strong regional economy. By way of example, each job created in the manufacturing sector can generate between five and six additional jobs due to the multiplier effect. Each job created in the health care sector can generate between one to three additional jobs in the economy. Clearly, there is synergy between a healthy economy and investments in infrastructure. In addition, we believe that such improvements can be done in an environmentally responsible fashion.

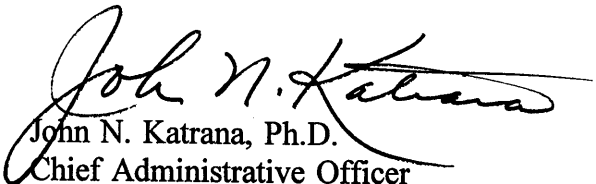
Health Care accounts for over 15% of the greater La Crosse regional economy according to a recent Federal Reserve Board finding. As a regional health care provider, Gundersen Lutheran generates revenues that become part of the Wisconsin economy from sources such as Medicare, Medicaid, private insurance and the like. Direct revenues generated by Gundersen Lutheran total over \$350 million per year. When coupled with the non-direct revenues to the economy (i.e. shopping, lodging, dining, etc.) it is not unusual to see a multiplier effect on the La Crosse economy. These dollars might otherwise be spent in areas such as Rochester, Minnesota, if services were not easily accessible locally.

Options for the Future:

We are at an important juncture in La Crosse. If we choose to invest in the North-South Transportation Corridor, then we see the possibility that La Crosse can remain a vigorous and growing economy. In the absence of significant transportation improvements, the southern end of La Crosse will continue to deteriorate as we have seen in the most recent past.

Gundersen Lutheran is committed to the communities we serve; it is core to our mission. We request your support to enumerate this project and sincerely hope that it will become a defined project for the Wisconsin Department of Transportation in the near future.

Sincerely,


John N. Katrana, Ph.D.
Chief Administrative Officer

Gundersen Lutheran

Gundersen Clinic, Ltd.

1836 South Avenue

La Crosse, Wisconsin 54601

(608) 782-7300

or (800) 362-9567

**Statement by John N. Katrana, Ph. D.
Chief Administrative Officer
Gundersen Lutheran
before the
Transportation Projects Commission
July 30, 1996**

It is an honor to appear before you. I am

1. Chair of the Board of Directors, Greater La Crosse Area Chamber of Commerce for 1996; and also ~~Transportation Project Commission~~
2. Chief Administrative Officer of Gundersen Lutheran Medical Center, La Crosse's largest employer--of 5,300 persons in the tri-state area

I am also a

3. Citizen
 - Who has a great love for the outdoors
 - Takes pride in quality of life, and
 - Approaches quality from the standpoint of multiple concepts, recognizing economic as well as environmental and neighborhood issues

As Chair of the Chamber, I emphasize that the Chamber:

1. Supports continued work on a No/So Transportation Corridor
2. Supported DOT budget including the gas tax, noting both new and infrastructure improvements
3. Has a 1996 vision statement for the Greater La Crosse Area that recognizes
 - a. an economically diverse region
 - b. our area as a regional economic center, and
 - c. an area that takes pride in its quality of life by both respecting its environment and promoting economic well being.

As a Chamber Chair / CAO / citizen....I emphasize both economic development and respect for environment; I emphasize economic development an integral issue of the No/So Corridor issue, and sound economic development as essential for the quality of life we talk about in our La Crosse region.

I view Quality of Life as not a single concept, but as a multiple concept..."The Chamber's 1996 Vision Statement reads:

"An area that takes pride in its quality of life by supporting people of all ages, by respecting its environment and its history, and by promoting volunteer commitment, economic well being, recreational and cultural

stimulation." I emphasize that quality means economic, as well as environmental well being.

Do I carefully consider:

1. Environment/Marsh impact? Yes, I do; but I also look for opportunities and options for mitigation of impact.
2. Do I consider/empathize with neighborhood impact and personal displacements? You bet I do; but I also recognize the long lead time involved in projects of this magnitude.
3. But I also recognize and empathize with economic changes for persons who
 - have their only employment choice of moving out of State, or
 - are without jobs, or
 - are displaced from employment.

As a Chief Administrative Officer representing an organization that has added 4% growth per year in employment (875 jobs since 1990) to the La Crosse economy, and hopes stability and employment remain part of our organization's and La Crosse's future, I urge you to recognize the essential significance of this transportation corridor to the overall La Crosse economic development. Yes, environment / neighborhoods / economics and job growth are ALL part of QUALITY.

Gundersen Lutheran Background

- * Our employment is currently 4,200 people at the La Crosse medical campus, 1910 South Avenue and 5,300 people across the tri-state region. We have generate 875 jobs since 1990 for an average annual increase of 4%. Of the employees who work at the La Crosse medical campus, 63% reside outside of La Crosse and travel to and from work on a regular basis and 39% live to the north and east (i.e. the proposed North/South Corridor route), over 1,600 persons travel the North/South Corridor.
- * In the past year we had approximately 14,500 hospital inpatient admissions.
- * Approximately 48% of the total inpatient hospital admissions were from out of state residents (Minnesota and Iowa). These patients and these dollars add jobs and positive economic impact to La Crosse.
- * Our institution's La Crosse operations saw over 710,000 outpatient visits with an additional 28,000+ trauma and emergency visits; on any given day, over 2,800 patients travel to the Gundersen Lutheran La Crosse campus with 45% of these originating from the north and east of La Crosse; an average of 1,260 patients per day travel the North/South Corridor.

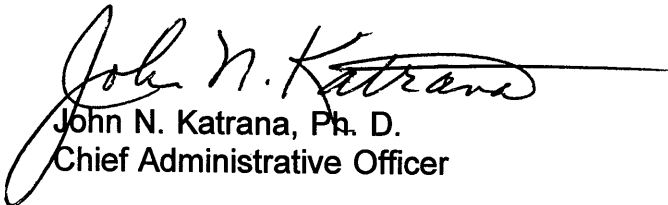
- * Gundersen Lutheran contributed over \$1.3 million dollars in 1995 in personal and local property taxes for the La Crosse medical campus operations.
- * Based on a recent Wisconsin Department of Transportation study, the geographic sector of La Crosse that includes the Gundersen Lutheran medical campus is the highest generator of north/south traffic (i.e. 15% of the total North/South traffic generated per day). Patients (1,260) and employees (1,600) total 2,860 trips through the North/South Corridor each day.

Gundersen Lutheran Board of Trustees Policy at the meeting of Monday, July 29th adopted the following policy statement:

- ✓ Gundersen Lutheran supports the continuation of the Environmental Impact Study for the North/South Transportation Corridor and the continued discussion of transportation improvements within the context of environmentally responsible development.
- ✓ Gundersen Lutheran supports that the North/South Transportation Corridor being presented before the Transportation Projects Commission for the purpose of enumerating this project for future Wisconsin Department of Transportation funding and development.
- ✓ Gundersen Lutheran believes that investment in a North/South transportation infrastructure is vital for the Greater La Crosse regional economy, it is good for furthering the mission of Gundersen Lutheran, and it is good for our patients, visitors and employees.
- ✓ In order to maintain our competitive posture, it is vital that governmental agencies support and fund the North/South Transportation Corridor. Failure to do so may compromise the competitive position of Gundersen Lutheran. In the long term, we believe that the absence of a planned transportation corridor means that we will need to evaluate alternative health care facility options to serve our markets.

I will be leaving my overview statement and the policy statement approved by the Gundersen Lutheran Board of Trustees for review by the Commission. Thank you for the opportunity to appear before the Commission.

Sincerely,


John N. Katrana, Ph. D.
Chief Administrative Officer

JNK:jy

**GUNDERSEN LUTHERAN BOARD PROPOSAL
LA CROSSE NORTH/SOUTH TRANSPORTATION CORRIDOR**

ISSUE:

For the past several months the City of La Crosse, Wisconsin Department of Transportation (DOT), and key community (city) groups have studied a North/South Transportation Corridor option. The purpose of the North/South Transportation Corridor is to have a planned approach to improve vehicle transportation between Interstate 90 and the south side of La Crosse. At this juncture, the process is close to completing an Environmental Impact Study (EIS) as well as developing recommendations to enumerate the project for the Wisconsin Transportation Projects Commission (TPC). As a significant corporate member of the Greater La Crosse Community, it is important that Gundersen Lutheran establish a policy on this issue and communicate that to government leaders and civic representatives.

TRANSPORTATION CORRIDORS IMPACT ON GUNDERSEN LUTHERAN:

Gundersen Lutheran is the dominant employer in the Greater La Crosse Region. (Gundersen Lutheran employ 4,200 at the La Crosse Campus and 5,300 across the region) In addition to that we have numerous patients and visitors that require safe and convenient access to the medical campus from regional areas (and from the medical campus to outlying rural health facilities). By way of example:

- In the past year we had approximately 14,500 hospital inpatient admissions totaling over 71,500 patient days.
- The hospital also had over 156,000 outpatient visits with 28,000+ through our Trauma & Emergency Center.
- The clinic had over 554,000 outpatient visits in La Crosse for an average of 2,180 patient visits per day and experiencing growth at a rate of 3% a year.
- Provided training for 1,180 students.
- Provided over 83,000 hours of Volunteer Services at this campus.
- Numerous support groups, education programs, outreach, etc. provided for the community.

Over the years, Gundersen and Lutheran has invested in the medical campus located on South Avenue. In the absence of any further

Gundersen Lutheran Board Proposal

Re: La Crosse North/South Transportation Corridor

July 22, 1996

Page 2

investments to improve the transportation infrastructure, the South Avenue medical campus will become increasingly difficult for our employees, patients and visitors to travel to and from. As a result, we will be less competitive as a major regional health care system.

Several years ago, Gundersen pursued the acquisition of property on the north side of La Crosse to provide an option to develop a more significant health care presence closer to the interstate and thus more convenient for the population residing in North La Crosse County as well as regional areas served by U.S. 53, STH 16 and I 90.

Concurrently, significant progress has been made to develop a South Avenue Campus concept and to improve local transportation, particularly with respect to:

- a) Green Bay/South Avenue/Sims Place,
- b) Sixth and Seventh Avenue South,
- c) Defined perimeter of interest.

It is our belief that without investment in a North/South Transportation Corridor, we will need to develop health care facilities on the north side of La Crosse in Onalaska in order to remain competitive in the market and accessible to our patients, visitors, and employees.

IMPACT ON THE GREATER LA CROSSE REGIONAL ECONOMY:

Effective infrastructure, such as transportation systems, assures the Greater La Crosse regional economy better competitive positioning against economies such as Madison, Eau Claire, and Rochester. Maintaining a viable economic base and a healthy and vigorous business climate will also enhance the health care mission of Gundersen Lutheran. In turn, a healthy and competitive health care system also supports a strong regional economy. By way of example, each job created in the manufacturing sector generates between five to seven additional jobs because of the economic multiplier effect. Each job generated in the health care sector generates between one to three additional jobs in the economy because of the multiplier effect. There is also great synergy between a healthy economy and appropriate investments in infrastructure (i.e. roadways). We also believe that such improvements can be accomplished in an environmentally responsible way.

Gundersen Lutheran Board Proposal
Re: La Crosse North/South Transportation Corridor
July 22, 1996
Page 3

POLICY DECISION:

It is our recommendation that the Board of Governors and the Board of Trustees of Gundersen Lutheran support the following policy positions:

- A. Gundersen Lutheran supports the continuation of the Environmental Impact Study for the North/South Transportation Corridor and the discussion of transportation improvements within the context of environmentally responsible development.
- B. Gundersen Lutheran supports North/South Transportation options be presented before the Transportation Projects Commission (TPC) on July 30, 1996 and will speak in favor of this transportation development.
- C. Gundersen Lutheran believes investment in a North/South Transportation infrastructure is good for the Greater La Crosse regional economy, it is good for furthering the mission of Gundersen Lutheran, and it is good for our patients, visitors and employees.
- D. Should government agencies fail to support and fund a North/South Transportation Corridor, it is our position that Gundersen Lutheran will need to maintain our competitiveness by evaluating alternatives including health care facility options in North La Crosse County at the expense of development of our South Avenue Campus.
- E. A rational process will follow a long-term strategic plan that will provide options in consideration of the presence of a North/South Transportation Corridor as well as options to pursue in the absence of a North South Transportation Corridor.

MOTION:

We recommend a motion to support the above policy by the Board of Governors and by the Board of Trustees.

PASSED: BOARD OF TRUSTEES - JULY 29, 1996

END



END



La Crosse Area Development Corporation

P.O. Box 219 • 712 Main Street
La Crosse, WI 54602-0219
(Phone) 608-784-5488
(Fax) 608-785-9934

July 30, 1996

Transportation Projects Commission
State Capitol
Madison, WI 53703

Dear Ladies and Gentlemen of the Commission:

My name is James Hill. I appear here today on behalf of the La Crosse Area Development Corporation which serves as the primary economic development agency for La Crosse County.

New development and retention of important La Crosse businesses are the prime objectives achieved with an additional corridor to La Crosse's southside. In ten or more years, without the new corridor, the movement of people and product for existing southside companies will be severely compromised and the new development of significant tracts of property will have been frustrated.

Three areas south of IH-90 will benefit greatly with a significantly better link to the Interstate:

La Crosse River Valley - As a result of the first segment of a new corridor, from IH-90 to Gillette Street, flood proofing from the La Crosse River will lead to further economic opportunity. The corridor will a) enable the development of up to an 80 acre industrial park by the City of La Crosse which will lead to an estimated addition of \$35 million in property tax base b) improve direct access to IH-90 for two existing industrial areas, the Interstate and Coulee Sites Industrial Parks, that currently host dozens of industries with millions in tax value and thousands of employees c) enable development of an additional 120 acres of commercial property in the La Crosse River Valley as agreed to in the La Crosse River Valley Land Use Plan.

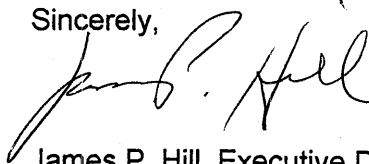
Central Business District - As a result of extending the corridor further--to Midtown La Crosse--a significantly better route to IH-90 and the metro area north of the Interstate will greatly enhance the success of City Vision 2000, a major downtown re-investment plan being undertaken by the private sector and the City of La Crosse. City Vision 2000 is a major re-investment strategy and yet, from its beginning, it has been predicated on the need for two major transportation improvements. One is the additional bridge needed over the Mississippi River, which is already agreed to. The other need is for a significantly better route from the Interstate to the CBD which is what were campaigning for here today. Testimony offered by Downtown Mainstreet, Inc. has covered the significant return to the City and State as a result of City Vision 2000.

Southside La Crosse - A new corridor that extends all the way to the far southside will signal to major southside employers that safe movement of employees and customers can be counted on in the future and that the efficient movement of product can be accomplished for the future. Such a corridor will a) encourage major southside employers like Postalsoft, who could produce their product anywhere in the USA, to make a major headquarters facility decision favorable to La Crosse b) enable other southside employers to continue to grow at their present locations. Seven companies alone - TRANE, Dairyland Power, G. Heilemen Brewery, Franciscan-Skemp Medical Center, Century Telephone, Gundersen-Lutheran Medical Center and Postalsoft - employ over 12,000 people now and certainly look forward to substantial growth in 10 years c) facilitate the development of Waterford Valley on USH 14, where over 240 acres will host 250 homes with an addition of over \$50 million in tax base d) allow other existing small businesses and commercial outlets on the far southside to prosper in what is now not a dynamic environment for small business. Also, parcels like the 5-acre site near Gundersen-Lutheran and the 9-acre Gerke parcel on Mormon Coulee Road, to date undeveloped, will come into commercial development more rapidly.

If the above development and retention opportunities haven't crystallized the economic importance of the area south of IH-90, then perhaps these simple facts will a) that 60,100 people, or 65% of the people living in the metro area, are south of IH-90 b) that 40,614 people, or 78% of the metro area civilian labor force, work at businesses or institutions south of IH-90.

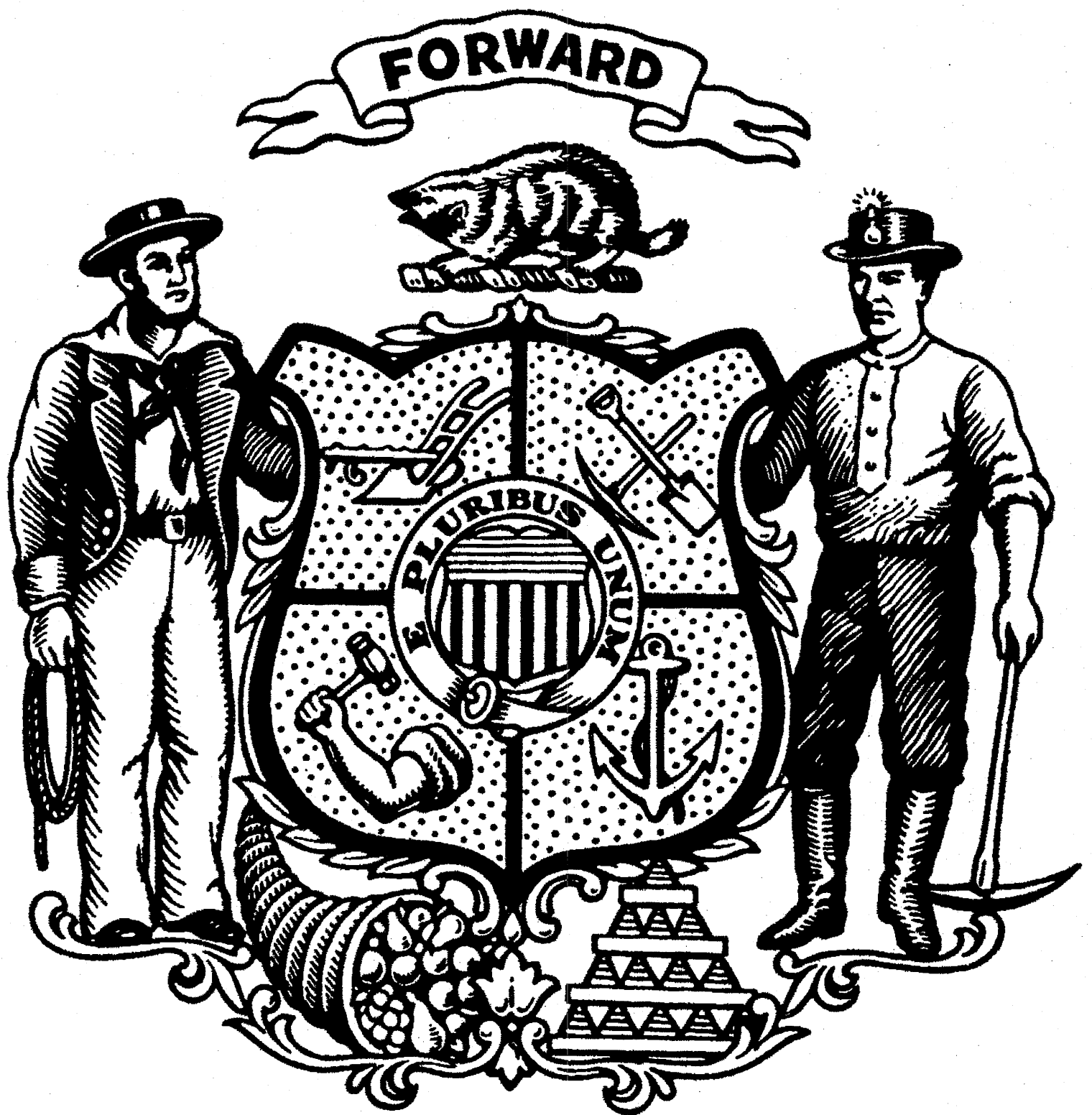
The corridor to the south of I-90 is important to people and the businesses who employ them. And even though we will see changes in how business is conducted in the next 10-12 years none of those changes will be so dramatic or transforming as to drop the prudent planning process that has brought us here today. It is a planning process that anticipates that people will want a safe and efficient system of transit as much in 10 years as they do today.

Sincerely,

A handwritten signature in dark ink, appearing to read "James P. Hill", written in a cursive style.

James P. Hill, Executive Director
LADCO

END



END



La Crosse Area Development Corporation

P.O. Box 219 • 712 Main Street
La Crosse, WI 54602-0219
(Phone) 608-784-5488
(Fax) 608-785-9934

July 30, 1996

Transportation Projects Commission
State Capitol
Madison, WI 53703

Dear Ladies and Gentlemen of the Commission:

My name is James Hill. I appear here today on behalf of the La Crosse Area Development Corporation which serves as the primary economic development agency for La Crosse County.

New development and retention of important La Crosse businesses are the prime objectives achieved with an additional corridor to La Crosse's southside. In ten or more years, without the new corridor, the movement of people and product for existing southside companies will be severely compromised and the new development of significant tracts of property will have been frustrated.

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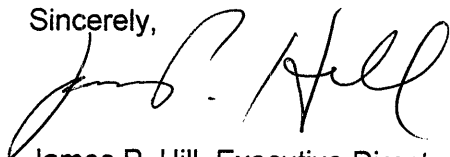
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Sincerely,

A handwritten signature in dark ink, appearing to read "James P. Hill". The signature is fluid and cursive, with the first name "James" and last name "Hill" being clearly distinguishable.

James P. Hill, Executive Director
LADCO